

AMASA Bursary congratulates the class of 2017 and calls for 2018 applicants

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The Gordon Patterson AMASA Learnership Programme (GP-ALP) has achieved yet another successful year by bringing new blood to the industry. We are proud to present the Class of 2017 - candidates who received the AMASA Bursary and completed their four-month Media Management Course in 2017.

AMASA congratulates the GP-ALP class of 2017



Five of these talented young stars are available to explore new opportunities in the industry. Please contact Memoria Masilela if you have permanent/internship vacancies available in your organisation.

AMASA 2018 Bursary

AMASA is now gearing up to award 2018 GP-ALP Media Bursaries to 10 deserving candidates, based on their drive and willingness to become future game-changers of the industry.

Qualifying candidates must have completed their matric/higher education and be seeking a headstart in the media and advertising industry.

The candidates will be picked according to their potential for the industry and can be nominated by their industry peers or employers to be part of the Gordon Patterson AMASA Learnership Programme.

The AMASA Bursary consists of:

- Enrolment into the highly acclaimed **Media Management** module endorsed by AMASA in partnership with **Vega – the four-month course takes place twice a year.**
- Enrolment and all expenses paid for the annual **AMASA Media Planning Workshop.**
- A copy of AMASA's textbook, ***Nuts and Bolts of Media Planning.***

Candidates are required to complete the AMASA Media Bursary Nomination Application 2018.

Applications are open from 1 March 2018 till 31 March 2018. Interviewing process will commence on 19 March 2018 for the first set of candidates and then resume on 2 April 2018 for the second set of candidates.

All bursary applications to be sent to memoria@unitedstations.co.za.

Mentorship:

AMASA also calls on all experienced advertising media industry individuals and experts, former ALP students who are interested in mentoring a future 'rising star' in the industry. Please email memoria@unitedstations.co.za for more details on the GP-ALP Mentorship Programme.

All interested media agencies, media owners and individuals are also welcome to contact **Memoria Masilela** (Head of GP-ALP Project Team).

For more details regarding the bursary please visit www.amasa.org.za.

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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